

May CAMEL CTS Pack Promotion B4G1F
Promotion #800332, #541400 Sleeve Kit, #541430 Display/POS Kit

51861 1144

| Region | #541400 Sleeve Kit | #541430 Display/ POS Kit (SKUs) | Offers | 6M Cases Product | | Total 6M Cases |
|---|-----------------------|------------------------------------|----------------|--------------------|---------------------|-------------------|
| | | | | CAMEL Light Box | CAMEL Filter Box | |
| 1100 Boston | 219 | 73 | 8,760 | 73 | 73 | 146 |
| 1200 New York Metro | 162 | 54 | 6,480 | 54 | 54 | 108 |
| 1300 Philadelphia | 420 | 140 | 16,800 | 140 | 140 | 280 |
| 1600 Buffalo | 810 | 270 | 32,400 | 270 | 270 | 540 |
| 1700 Pittsburgh | 612 | 204 | 24,480 | 204 | 204 | 408 |
| 1800 Cincinnati | 759 | 253 | 30,360 | 253 | 253 | 506 |
| Total NES | 2,982 | 994 | 119,280 | 994 | 994 | 1,988 |
| 2100 Winston-Salem | 729 | 243 | 29,160 | 243 | 243 | 486 |
| 2200 Atlanta | 519 | 173 | 20,760 | 173 | 173 | 346 |
| 2300 Florida | 630 | 210 | 25,200 | 210 | 210 | 420 |
| 2600 Dallas | 1,050 | 350 | 42,000 | 350 | 350 | 700 |
| 2900 Richmond | 618 | 206 | 24,720 | 206 | 206 | 412 |
| Total SSA | 3,546 | 1,182 | 141,840 | 1,182 | 1,182 | 2,364 |
| 5100 N. California | 291 | 97 | 11,640 | 97 | 97 | 194 |
| 5400 S. California | 438 | 146 | 17,520 | 146 | 146 | 292 |
| 5600 Seattle | 666 | 222 | 26,640 | 222 | 222 | 444 |
| 5800 Houston | 555 | 185 | 22,200 | 185 | 185 | 370 |
| Total WSA | 1,950 | 650 | 78,000 | 650 | 650 | 1,300 |
| 6200 Chicago | 876 | 292 | 35,040 | 292 | 292 | 584 |
| 6300 Minneapolis | 1,095 | 365 | 43,800 | 365 | 365 | 730 |
| 6600 Denver | 1,752 | 584 | 70,080 | 584 | 584 | 1,168 |
| 6700 Detroit | 729 | 243 | 29,160 | 243 | 243 | 486 |
| 6900 St. Louis | 1,170 | 390 | 46,800 | 390 | 390 | 780 |
| Total MWSA | 5,622 | 1,874 | 224,880 | 1,874 | 1,874 | 3,748 |
| GRAND TOTAL | 14,100 | 4,700 | 564,000 | 4,700 | 4,700 | 9,400 |
| 6M Case = 60 offers x 2 brand styles = 120 offers per store | | | | | | |
| Direct account places product in sleeves (40/SKU) - 3 SKUs of sleeves per store | | | | | | |
| (Each SKU will contain 20 CAMEL Filter Box sleeves and 20 CAMEL Lights Box sleeves for total of 40) | | | | | | |

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